



**MANGALAYATAN**  
UNIVERSITY  
ONLINE

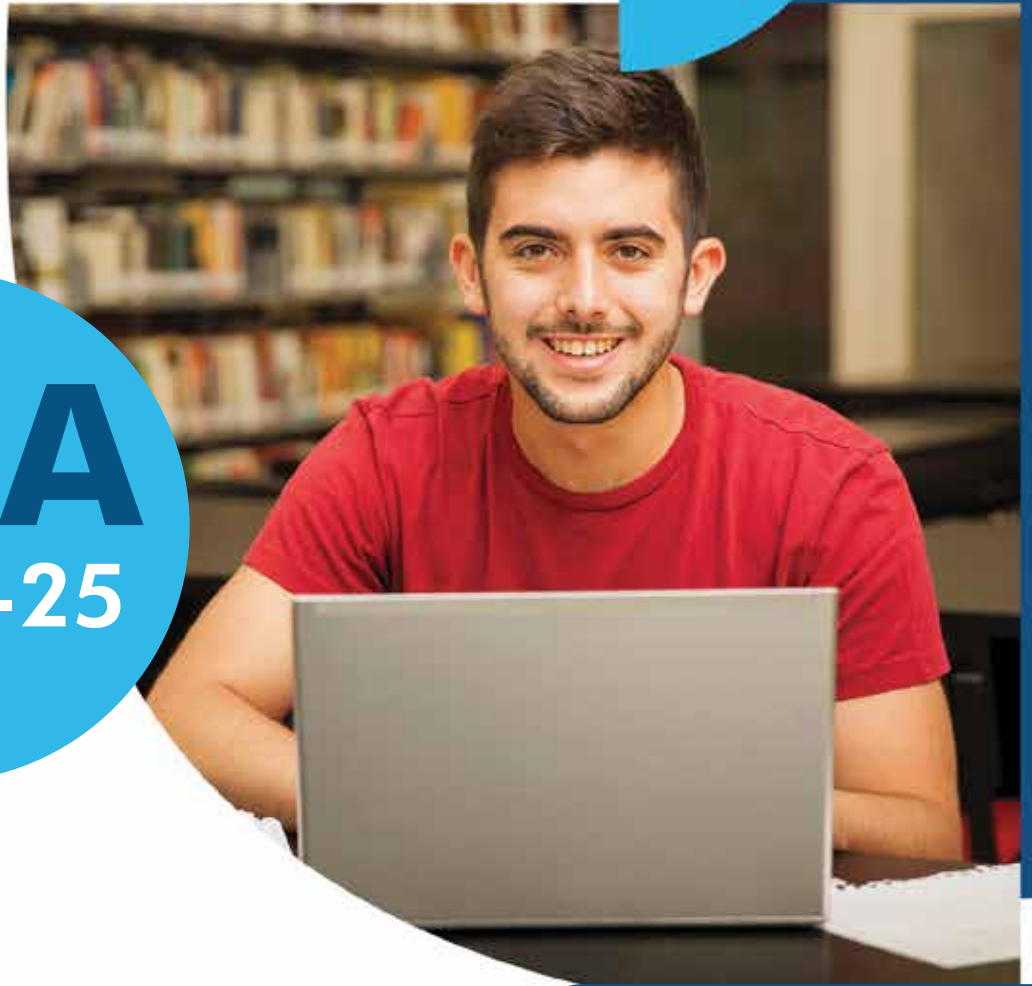
**NAAC**  
**GRADE A+**  
Accredited University

# Directorate of Distance & **ONLINE EDUCATION**

BACHELOR OF BUSINESS

**ADMINISTRATION**

**BBA**  
2024-25



UGC  
ENTITLED



AICTE  
APPROVED



MEMBER  
OF AIU



For more information  
**0 7969662588**



[www.muonline.ac.in](http://www.muonline.ac.in)

## Introduction

The BBA Programme through online mode is one of the most sought bachelor degree programmes after 12th standard. It includes complete knowledge of leadership and management. The BBA degree allows the candidates to enter the field of Management. This degree instruction teaches the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in Business Administration also gives you a platform for pursuing courses like MBA. Whether you have done your school with arts or humanities or science, you are free to choose the BBA programme. The BBA (Online) is the most popular and well-known courses among the students. It prepares base for the MBA programme.

To do well in this field, students must possess leadership qualities, decision making skills, and good oral and written communication skills.

## Programme's Mission and Objectives

### Mission:

- To impart quality education to meet the national and global challenges.
- To blend theoretical knowledge with practical skills.
- To provide access to all sections of society to pursue higher education.
- To promote leadership qualities among students

### Objectives:

- To provide adequate understanding about business dynamism among the students.
- To develop management skill, sets necessary to harness the budding professionals to excel in this dynamic business world.
- To adapt to ever evolving dynamism in modern business world with an entrepreneurial mind-set.



## Instructional Design

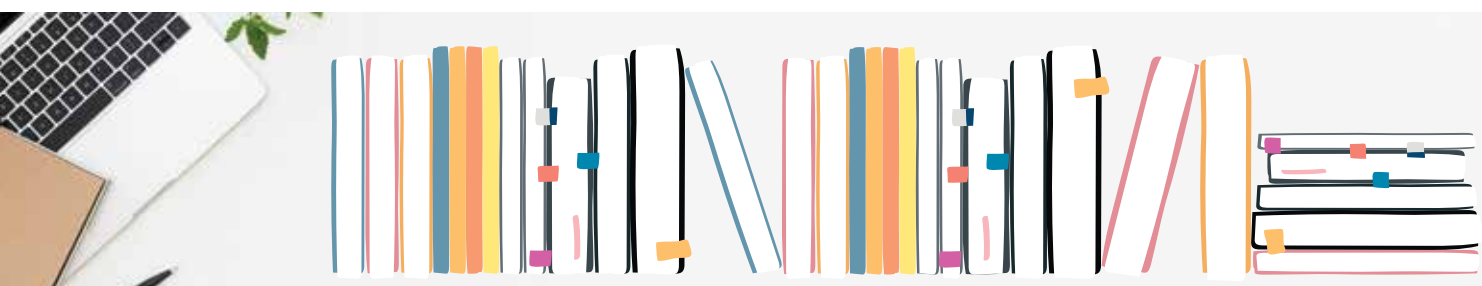
The program is divided into six semesters and minimum credit requirement is 120 to get BBA degree through OL mode from Mangalayatan University. Minimum time period for acquiring BBA degree will be three years and maximum time (extended) period is six years.

### SEMESTER - I

| S.No.        | Course Code | Course   | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|--|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>                                      |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-1111    | Principals of Mgmt. and Organizational Structure   | 4         | 30                    | 70            | 100         |
| 2            | MGB-1112    | Principles of Marketing                            | 4         | 30                    | 70            | 100         |
| 3            | CMB-1112    | Financial Accounting                               | 4         | 30                    | 70            | 100         |
| 4            | CMB-1113    | Principles of Micro Economics                      | 4         | 30                    | 70            | 100         |
| 5            | ENB-1101    | English Communication                              | 2         | 30                    | 70            | 100         |
| 6            | CSB-1101    | Fundamentals of Comp. System and Office Automation | 2         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |  | <b>20</b> | <b>180</b>            | <b>420</b>    | <b>600</b>  |

### SEMESTER - II

| S.No.        | Course Code | Course               | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|----------------------|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>        |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-1211    | Human Resource Mgmt. | 4         | 30                    | 70            | 100         |
| 2            | MGB-1212    | Financial Management | 4         | 30                    | 70            | 100         |
| 3            | MGB-1213    | Business Environment | 4         | 30                    | 70            | 100         |
| 4            | CMB-1213    | Indian Economy       | 4         | 30                    | 70            | 100         |
| 5            | ENB-1201    | English-II           | 2         | 30                    | 70            | 100         |
| 6            | MMB-1101    | Reasoning            | 2         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |                      | <b>20</b> | <b>180</b>            | <b>420</b>    | <b>600</b>  |



### SEMESTER - III

| S.No.        | Course Code | Course                       | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|------------------------------|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>                |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-2111    | Management & Cost Accounting | 4         | 30                    | 70            | 100         |
| 2            | MGB-2112    | Consumer Behavior            | 4         | 30                    | 70            | 100         |
| 3            | CMB-1212    | Business Law                 | 4         | 30                    | 70            | 100         |
| 4            | ENB-2101    | English-III                  | 4         | 30                    | 70            | 100         |
| 5            | MGB-2101    | Business Communication       | 4         | 30                    | 70            | 100         |
| 6            | VAC-2101    | Environmental Education      | 4         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |                              | <b>20</b> | <b>180</b>            | <b>420</b>    | <b>600</b>  |

### SEMESTER - IV

| S.No.        | Course Code | Course                        | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|-------------------------------|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>                 |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-2211    | Basics of Business Statistics | 4         | 30                    | 70            | 100         |
| 2            | MGB-2212    | Advertising Management        | 4         | 30                    | 70            | 100         |
| 3            | CMB-2112    | Company Law                   | 4         | 30                    | 70            | 100         |
| 4            | ENB-2201    | English-IV                    | 2         | 30                    | 70            | 100         |
| 5            | MGB-2201    | Personal Selling              | 3         | 30                    | 70            | 100         |
| 6            | VAC-2201    | Understanding India           | 3         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |                               | <b>20</b> | <b>180</b>            | <b>420</b>    | <b>600</b>  |

### SEMESTER - V

| S.No.        | Course Code | Course                                     | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|--|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>                              |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-3111    | Income Tax                                 | 4         | 30                    | 70            | 100         |
| 2            | MGB-3112    | Production Management                      | 4         | 30                    | 70            | 100         |
| 3            | MGB-3113    | Retail Management                          | 4         | 30                    | 70            | 100         |
| 4            | MGB-3114    | Entrepreneurship and Small Business Mngmt. | 4         | 30                    | 70            | 100         |
| 5            | MGB-3115    | Financial Institutions and Market          | 3         | 30                    | 70            | 100         |
| 6            | MGB-3116    | Marketing of Services                      | 3         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |  | <b>20</b> | <b>180</b>            | <b>420</b>    | <b>600</b>  |

**SEMESTER - VI**

| S.No.        | Course Code | Course                                   | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|--|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>                            |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-3211    | Sales management                         | 4         | 30                    | 70            | 100         |
| 2            | MGB-3212    | Goods & Service Tax                      | 4         | 30                    | 70            | 100         |
| 3            | MGB-3213    | Brand Management                         | 4         | 30                    | 70            | 100         |
| 4            | MGB-3214    | Business Ethics and Corporate Governance | 4         | 30                    | 70            | 100         |
| 5            | MGB-3215    | Business Research Methodology            | 3         | 30                    | 70            | 100         |
| 6            | MGB-3291    | Internship                               | 3         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |  | <b>20</b> | <b>180</b>            | <b>420</b>    | <b>600</b>  |

**SEMESTER - VII**

| S.No.        | Course Code | Course               | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|----------------------|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>        |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-4111    | International Trade  | 4         | 30                    | 70            | 100         |
| 2            | MGB-4112    | Industrial Relations | 4         | 30                    | 70            | 100         |
| 3            | MGB-4113    | Project Management   | 4         | 30                    | 70            | 100         |
| 4            | MGB-4114    | Strategic Management | 4         | 30                    | 70            | 100         |
| 5            | CMB-4211    | E-Commerce           | 3         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |                      | <b>20</b> | <b>150</b>            | <b>350</b>    | <b>500</b>  |

**SEMESTER - VIII**

| S.No.        | Course Code | Course                           | Credit    | Continuous Assessment | Term End Exam | Grand Total |
|--------------|-------------|----------------------------------|-----------|-----------------------|---------------|-------------|
|              |             | <b>Theory</b>                    |           | <b>MAX</b>            | <b>MAX</b>    |             |
| 1            | MGB-4211    | Digital Marketing                | 4         | 30                    | 70            | 100         |
| 2            | MGB-4212    | Customer Relationship Management | 4         | 30                    | 70            | 100         |
| 3            | MGB-4213    | Supply Chain Mngmt.              | 4         | 30                    | 70            | 100         |
| 4            | MGB-4214    | Compensation Mngmt.              | 4         | 30                    | 70            | 100         |
| 5            | CMB-4213    | Investing in Stock Markets       | 3         | 30                    | 70            | 100         |
| <b>TOTAL</b> |             |                                  | <b>20</b> | <b>150</b>            | <b>350</b>    | <b>500</b>  |

## Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

## Study Material

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

## Video Lectures

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

## Online Counselling Sessions

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 2 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 2 hours each and in case of 6 credits course there shall be 8 sessions of 2 hours each.

## Medium of Instruction

Medium of Course Instruction: English  
Medium of Examination: English

## Student Support Systems

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

### Procedure for Admissions, Curriculum, Transaction and Evaluation

#### FEE STRUCTURE

| Name of the Program                       | Degree | Duration | One Time Reg. Fee | Semester Fee | Exam Fee Per Semester | Full Year Fee | Total Fees   |
|---|--------|----------|-------------------|--------------|-----------------------|---------------|--------------|
| Bachelor of Business Administration (BBA) | UG     | 3 Years  | 1000              | 9000         | 1500                  | 22000         | 64000        |
| <b>Total</b>                              |        |          |                   |              |                       |               | <b>64000</b> |



## ACTIVITY SCHEDULE

| S.NO. | Name of the Activity                                 | Tentative months schedule (specify months) during year |            |             |            |
|-------|--|--|------------|-------------|------------|
|       |  | From(Month)  | To (Month) | From(Month) | To (Month) |
| 1     | Admission  | Jul  | Sep        | Jan         | Mar        |
| 2     | Assignment submission (if any)                       | Sep  | Oct        | Mar         | Apr        |
| 3     | Evaluation of Assignment                             | Oct  | Nov        | Apr         | May        |
| 4     | Examination  | Dec  | Dec        | Jun         | Jun        |
| 5     | Declaration of Result                                | Jan  | Jan        | Jul         | Jul        |
| 6     | Re-registration                                      | Jul  | Jul        | Jan         | Jan        |
| 7     | Distribution of SLM                                  | Jul  | Sep        | Jan         | Mar        |
| 8     | Contact Programmes<br>(counselling, Practicals.etc.) | Sep  | Nov        | Mar         | May        |

## CREDIT SYSTEM

| Duration of the Programme | Credits | Name of the Programme | Level of the Programme |
|---------------------------|---------|-----------------------|------------------------|
| 4 Yrs                     | 120     | BBA                   | Bachelor's Degree      |

### Why Online Education?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

### Admission Process

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.

